

Front Country Trails Outreach Plan

Issue 1: Outreach in Support of Trail Projects.

The Front Country Trails require annual maintenance to repair erosion damage, create and maintain water control features, restore tread and clear overgrown plants. As none of the governing agencies have sufficient staff to accomplish this upkeep, the trails rely heavily on volunteer work. In order to recruit and retain volunteers an ongoing, comprehensive outreach effort is required.

Target Audience: Issue 1 targets three primary groups:

1. existing trail volunteers and groups,
2. individuals in the community,
3. businesses and organizations not associated with the trails.

Message: The front country trails depend on volunteer support to remain in usable condition. "You or a group or business you are associated with can be a volunteer."

Contacts: This message has primarily been disseminated through trails groups such as SBTC, SBMTV, Multi-use and Los Padres Forest Association. The emotions and media coverage of the Jesusita fire inspired large turn-outs for trail work in 2009. These organizations will continue to use their own outreach tools to promote and participate in FCT projects according to their own trails goals and resources. In addition, we will expand use of City, County and FS media contacts and create direct venues for FCT communications. A combination of tools from the *Outreach Tools* matrix below will be used to accomplish this, and each of the following goals.

Desired Outcome: Increased participation in government sponsored trail days, consistent trail days by community organizations and businesses.

Issue 2: Outreach in Support of Trail Use Education

The Front Country Trails allow all Forest Service permitted uses, which include hiking, biking and equestrian use. Rattlesnake is the only exception since bicycle use is not permitted. Multiple uses of the trails require education of users as to the proper etiquette and rules of use in order to maximize safety and minimize conflict.

Target Audience: Current trail users, local community members, out of town trail users.

Message: The simplified message is "Share the trails" with more specific information on how to behave when encountering different user groups on the trails.

Contacts: This message has been disseminated by organized user groups through their own networks and outreach. In addition, trail users are reached directly at the trailheads through informational signs designed, produced and installed through the front country trails agency collaboration. Education of users from out of town and of users not associated with organized user/recreation groups is still a challenge.

Desired Outcome: Trail users come to the trails with the knowledge that they are used by all three main user groups and prepared to exercise proper safety and etiquette procedures. With realistic expectations and proper use, conflict will be minimized and safety increased.

AGENDA ITEM 3, ATTACHMENT 1

Issue 3: Public Participation in Planning Efforts

As management planning for the front country trails, public participation will be important for any discussion of future trail use issues and will need information from the community and participation in surveys, partnerships etc.

Target Audience: All Southcoast residents. In some cases it may be appropriate to reach beyond the Santa Barbara Southcoast to trail users to the north and south.

Message: These trails belong to you. Please participate in this (survey, workshop etc) so that your voice is heard.

Contacts: Would rely on methods that the City and County already use to contact residents, as well as general media outreach.

Outreach Tools:

A combination of these tools will be used in each goal and outreach campaign. Those marked with an "x" are already in use or currently being explored.

	Print		Electronic		Visual		Personal Contact
X	Brochures	X	PSA	X	Power Point		Workshops
X	Fact Sheets	X	Videos		Photos		Presentations
	Press Releases		E-mail		Displays	X	Table Events
	Feature Articles	X	Documentaries		Exhibits	X	Trail Days
	Inserts	X	Radio Interviews	X	Signs	X	Meetings
X	Flyers		Television-news		Maps	X	Interviews
X	Newsletters	X	Community TV		Stickers		Surveys
	Editorials	X	Websites		Give-aways		Partnerships
	Direct Mail		Facebook		Banner		
			Twitter		Kiosks		

Resources: At this time the City, County and Forest Service share the cost of in-house printing such as flyers and signs through the Challenge Cost Share Agreement. Additional expenditures could include the production of a banner, public service announcement (PSA), web development and maintenance, and other outreach materials.

Deadline date: All efforts are ongoing

Additional Opportunities

Branding Campaign. As community support for stewardship of the trails grows, it will be helpful to create an identity for the trails that resonates with the community. In the first year of community outreach, we will be experimenting with different tag lines and approaches. A community survey would help gather information about the role the trails play in people's lives.

Trail Stars Program. Just as the City or County rewards businesses and individuals for commitment to recycling or environmental goals, a program to reward those who support the Front Country Trails could be developed. Such a program would recognize the commitment of each member to a certain amount of trail work or financial support with increasing levels of support.